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SECTION 1. That any person, firm, corporation, or association who, with intent to sell or in anywise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is untrue, deceptive, or misleading, shall be guilty of a misdemeanor.

SEC. 2. That any person, firm, corporation, or association who shall violate any of the provisions of this act shall, upon conviction, be fined not less than \$25 nor more than \$500, or be imprisoned in the parish jail for not less than 10 days nor more than 6 months, or by both said fine and imprisonment, at the discretion of the court, for each offense.

MASSACHUSETTS.**State Department of Health—Organization, Powers, and Duties. (Chap. 792, Act July 7, 1914.)**

SECTION 1. There is hereby created a State department of health which shall exercise all the powers and perform the duties now conferred and imposed by law upon the State board of health. The State department of health shall consist of a commissioner of health and a public health council. There shall also be directors of divisions, district health officers, and other employees as hereinafter provided.

SEC. 2. The commissioner of health shall be appointed by the governor, with the advice and consent of the council, and he shall be a physician skilled in sanitary science and experienced in public health administration. The term of office of the commissioner of health shall be five years. He shall receive an annual salary of \$7,500 and shall devote his entire time to his official duties. The commissioner of health shall be the administrative head of the State department of health. His powers and duties shall be to administer the laws relative to health and sanitation and the regulations of the department; to prepare rules and regulations for the consideration of the public health council; and, with the approval of the public health council, to appoint and remove directors of divisions, district health officers, inspectors, and other necessary employees, and to fix their compensation, subject to the approval of the governor and council, within the limitations of appropriations therefor. Directors of divisions and district health officers shall be exempt from civil-service regulations. The commissioner of health shall submit annually to the public health council a report containing recommendations in regard to health legislation; and he shall perform all executive duties now required by law of the State board of health and such other duties as are incident to his position as chief executive officer. He may direct any executive officer or employee of the State department of health to assist in the study, suppression, or prevention of disease in any part of the Commonwealth.

SEC. 3. The public health council shall consist of the commissioner of health and six members, hereinafter called the appointive members, at least three of whom shall be physicians, and who shall be appointed by the governor, with the advice and consent of the council. Of the members first appointed, two shall hold office until the 1st day of May in the year 1915, two until the 1st day of May in the year 1916, and two until the 1st day of May in the year 1917, and the terms of office of the said